

What Kiddies Will Wear



A—All wool navy serge coat with a blue linen collar. Belted and with side pockets. Satin lined. Sizes 2 to 6. \$11.74.

Milan straw mushroom hat. With grosgrain band and bow. \$8.74.

B—All wool black and white check coat with a white pique collar and side pockets. Satin lined. Sizes 2 to 6. \$9.74.

Puke of satin and straw. Velvet and cherry trimming. \$4.74.

C—Regulation coats for boys or girls made of navy serge. Embellish on sleeves. Lined with satin. \$10.74.

Straw roll brim sailor trimmed with grosgrain ribbon band and streamers. \$3.89.

G—Empire model smocked. Crape de chine with hand embroidered yoke. Silk lined. Sizes 1 to 3. In light blue, pink and white. \$16.74.

Crape de chine hat with streamers and tiny rosettes. \$7.50.

D—All wool navy serge box pleated belted model with oyster white linen collars and cuffs. \$19.74.

Puke of milan straw. Grosgrain ribbon and streamers. Sizes 2 to 6. \$7.74.

E—Smocked Empire coat of taffeta silk with collar of net and lace. Sizes 2 to 6. In copenhagen, rose and pink. \$19.74.

Puke of soft fancy straw. Small blue flowers and buds. \$7.74.

F—Velour black and white check coat (all wool) in a semi-belted model. Sizes 2 to 6. \$13.74.

Mushroom shape of satin, georgette and straw. Cluster of flowers and ribbon trimming. \$7.74.

R. H. Macy & Co.
HERALD SQUARE *Inc.* NEW YORK

Young April and Miss 2 to 6

And Three Springtime Thoughts for Brother

A. BILLIE. Trousers cuffed like Daddy's are the out of the ordinary note in Billie's trim Middy Suit of Cadet blue line. White banding trims his sea-goin' collar, cuffs and pantlegs. Sizes 2 to 4, \$4.95

B. MARY JANE. A Bloomer Dress—char's for solid comfort. This, of rose, green or blue chambray, has collar and cuffs of white line and stitching in white and color. Sizes 2 to 6 \$4.95

C. BETSY. A dainty sash quite naturally must be of white lawn. And then one adds a yoke, with stitching and panel-tinted embroidery. Rose, light green or medium blue. Sizes 2 to 6 \$4.95

D. SUSAN. With ducky daddies for pockets, a demure peasant frock of Japanese crepe pretties

to adorn its white collar and cuffs with a vein of black stitching. Crocus, rose, blue. Sizes 2 to 6, \$5.95 Susan's hat comes in black and burnt, in navy and in black, straw \$10.50

E. PEGGY. It's nice to be a boy sometimes, but it's nicer still to be a girl in even-so-wide blue chambray bloomers and a dinky blouse, crisply fluted, and blue and gold as to stitching. Sizes 2 to 6, \$4.95. Peggy's hat is navy or black milan straw \$7.00

F. TEDDY. Perfect affinities are blue chambray pantsies and a trim dinky blouse, hand-smocked, and cleverly stitched around collar and cuffs. Please note, too, Teddy's smart business. What nicer suit could Brother choose to wear of an April Day! Sizes 2 to 4 \$4.95

G. BOBBY. An embroidered motif is most correct on a blue line collar, which matches blue line pantsies, and of course one's blouse must be white, and one's motif red and blue. Sizes 2 to 4, \$2.95. Bobby's hat is blue or black milan straw \$5.00



GIMBEL BROTHERS

32ND STREET — BROADWAY — 33RD STREET — — NEW YORK CITY



Spring Tailor-mades for Misses

A.—Covert cloth or navy tricotine \$95.00

B.—Navy tricotine; the coat collar and facing of duvetyn \$115.00

C.—Costume model (three-piece) of tricotine; the embroidered overblouse of bright-toned

tricolette having a tricotine sash finished with fringe \$155.00

D.—Sports Suit, combining leather-trimmed coat of gabardine with skirt of checked velours \$95.00

The sizes range from 14 to 20. The coats are all silk-lined. The hats can be supplied to order.

B. Altman & Co.

Madison Avenue—Fifth Avenue, New York
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Model 133—Delicate-hand organic, trimmed and ruffled and collared with white, follows smart and youthful lines that lead to this cool result—a sheer dairy frock for the Aesthet of summer afternoons. In White, Coral, Blue, Rose, Maize, Lavender. All sizes. **\$14.00**

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Three Correct Tricotine Tailleurs for Springtime



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TAILLEUR
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Model B
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TAILLEUR
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TRICOTINE
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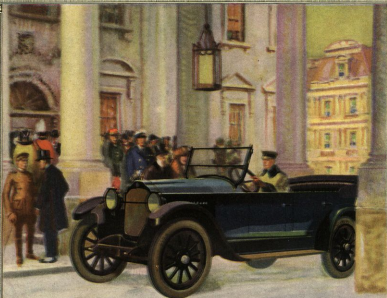
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 'Neath the pine trees on the hillside,
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 These the pale-faced maidens sing—
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going somewhere?*



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Close your eyes! Can't you smell those deep-shadowed pine forests with their fragrant, carpeted paths? And the lakes, crystal-clear, like melted diamonds nestling deep between the snow-tipped mountains?

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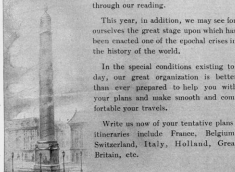
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In the special conditions existing today, our great organization is better than ever prepared to help you with your plans and make smooth and comfortable your travels.

Write us now of your tentative plans; itineraries include France, Belgium, Switzerland, Italy, Holland, Great Britain, etc.



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Outfits for Spring's Sunshine and Breezes

WHEN the frogs begin to peep in the marshland, and the birds begin to chirp in the trees, the spirit of sport and the call of the fields prompt the replenishment of the sporting wardrobe. The Abercrombie & Fitch new productions for Spring are legion. They pass current everywhere as the smartest possible equipment for the outdoors woman and man—on the golf links, in the clouds, along the trout streams, motoring, riding or crossing the Atlantic.



WHAT so attunes one to outdoor enjoyment as a hat which poises gracefully above bronzed cheeks and windswept locks—and which does not blow off? All the Abercrombie & Fitch hats are designed for genuine sport use, and are quite in the picture in town.

COATS which are ample protection against Spring's not-always-playful breezes, yet too light to be burdensome—which slip on and off easily and look very smart either way. Long coats, jackets or windbreaks, of tweeds, leather, sporting plaids or camel's hair.



FOR the woman or girl of unusual activity in sport—whether she flies or fishes, shoots or drives a racing car, the Abercrombie & Fitch outfit is the final word of smartness and propriety—complete to the last detail.



TWEEDS, homespuns and other handloom sporting materials from England, Scotland and Ireland—serges, flannels, sporting silks and tricotines—the woman in search of a city-and-country suit or a travel outfit has a world of materials from which to choose—and all the Abercrombie & Fitch original models.



WHEN it comes to separate shirts and skirts, to boots and hosiery, which smack of the sport for which they are to be used, the Abercrombie & Fitch assortments cover the field.



WRITE for our new Spring booklet, picturing sporting, travel and country clothes.

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Ezra H. Fitch, President

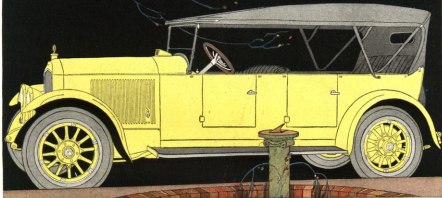
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FIVE CUSTOM BUILT BODY STYLES



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Not everyone who desires to purchase a National Sextet will be able to do so this season.

Because of our lifelong policy of limited production we have often been criticized as ultra-conservative.

We take pride in that criticism, for it has always been our aim to build only as many National cars as we could build *well*. And since our standards have been rather high, our output has been moderate.

But, for this very reason, motorists of experience have come to respect

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They buy our automobiles with a conscious feeling of safety such as they might experience when investing in a government bond or other gilt-edged security.

Our latest car, the National Sextet, is finding *its* owners largely among such clientele.

It is an unusually good car, quite the best we have ever built, and we wish we might consistently build them in greater number.

Since we can not, it must be a case of first come, first served.

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Joseph, whose
creations thrill the
heart of woman.)



POSED IN THE SALON OF JOSEPH

THE velvet curtains part—a vision glides between. A gasp—"Could anyone but Joseph fashion that!" And then another ripples by; statuesque and dark, petite and fair they come. Type follows type, each gown'd as only Joseph's art could gown, well-poised, each figure fairer than the last. Could such lithe grace and silhouette be yours?

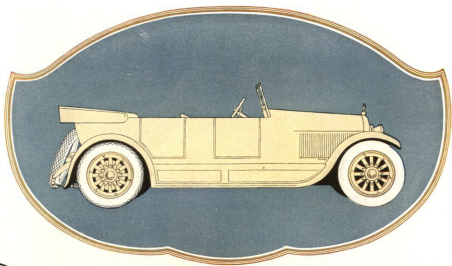
Could Joseph give you lines as clean and smooth as these? And Joseph answers "Yes, but Madame must be corseted as are the forms on which I build my gowns."

The Redfern Corset is Joseph's choice for all his mannequins. The Redfern Corset's slender, firm but pliant lines are those on which Joseph drapes and fits his works of art.

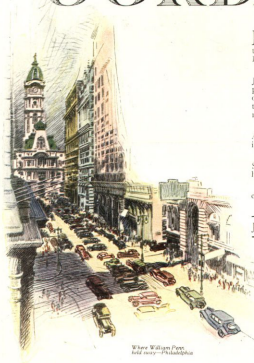


Redfern
Corsets

FRONT LACE—BACK LACE



The JORDAN Silhouette Five



Where William Penn
held court—Philadelphia

EASE of handling is comparative. The ocean liner is easy to handle in the open ocean with leagues of water in which to maneuver. But the Silhouette Five is like the swift white launch darting in and out among the harbor shipping.

It is instantly responsive to the gentlest pressure. The Jordan arrangement of the steering apparatus is a marvel of precise control. The perfect balance of the car, the careful distribution of weight, the length and strength of springs and the delicate suspension of all contribute to unerring forward motion, with no side-sway.

In its application of power, the Jordan Silhouette is supreme. Acceleration is not a leap but a swift, plane-like glide. There is no jerking or struggling—the road simply flows past.

Women appreciate the ease and restfulness of driving the Silhouette Five as they appreciate its fashionable lines, its harmonious coloring and its perfect appointments.

They welcome a distinctly fine light car—a five passenger car in which quality has been made the compelling ideal.

JORDAN MOTOR CAR CO., Inc., Cleveland, Ohio





ONCE a frock has been worn without the proper protection under the arms—it never feels quite dainty and wholesome again. Aside from unsightly discoloration, it has lost a bit of its original freshness.

Fastidious women select their dress shields carefully—and invariably their choice is White Clover Dress Shields.

White Clover Dress Shields are made of the best materials. Soft and pliant, they slip gracefully into the curve of the arm.

In pink, white and black. Of silk-covered or fine raincoat cover material. All White Clover Dress Shields are washable!

If you have difficulty in obtaining just the Dress Shield you wish, send for Booklet 25-A and name of nearest dealer.

THE OMO MANUFACTURING CO.
Middletown, Conn.



WHITE CLOVER
DRESS SHIELDS





Look for this
trademark in the
shoes you buy

SOME DAY I'M GOING TO WEAR SHOES LIKE MOTHERS—MADE OF "F.B. & C." KID

I was with her when she bought them. We came from the dress-makers, and Mother had some samples with her.

She showed them to the salesman and said: "I want shoes to go with these," and he took them and brought back shoes that blended perfectly.

He told her that they were made of "F. B. & C." KIDSKIN and that the smartest ladies were wearing them. Then he showed her the trade-mark inside and said that proved they were the genuine.

When we were leaving the man said "F. B. & C." White Washable Kid was going to be the thing for Spring and Summer.

"F. B. & C.," shown in a range of lovely blending shades, is the KIDSKIN of which the finest shoes are made.

"SHOE TIPS" illustrated in colors, will show you the latest styles in footwear. WRITE FOR IT.

FASHION PUBLICITY COMPANY



Look for
this trade-
mark in
your col-
ored shoes

In Conjunction With
AMALGAMATED
LEATHER
COMPANIES, INC.
DEPARTMENT H
NEW YORK CITY



Look for
this trade-
mark in
your white
shoes

"F. B. & C." SHOE DRESSING
MEANS A LONGER LIFE
AND A BRIGHTER FINISH



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A. B. C. INC.



KING

"The Car of No Regrets"

THOSE who would willingly pay more than is asked for the King find the necessity gone when acquainted with this pioneer Eight's remarkable road performance and handsome coach work. There are one hundred points of further refinement in the 1920 models.

TOURING—FOURSOME—ROAD-KING—LIMOUDAN

KING MOTOR CAR COMPANY ••• DETROIT

